R J Reynolds Tobacco Company

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SENT VIA E-MAIL
March 17, 1998

TO: Rich Kane, Floyd Cook, Jay Loftin, Mark Young, Bill Roth, Peter Schmidt, Larry Poole

Subject: **NESA Trade Marketing Meetings**

As already discussed with each of you, we have scheduled a Trade Marketing Meeting for **all Managers in each Region** the week of April 13, 1998. Please notify each manager of this meeting. Dave & I, along with Bryan Stockdale and Jim Perry will attend each meeting and arrive the night before. Richard Cross will attend the 1st 3 meetings. Below you will find the date, city location & tentative hotel for each Region meeting:

Region	Date	Tentative Location
NY Metro/Philadelphia	4/14/98	Tropicana, Atlantic City, NJ
Boston	4/15/98	Sheraton Tara, Framingham, MA
Pittsburgh/Cincinnati	4/16/98	Wyndham, Pittsburgh, PA
Buffalo	4/17/98	Radisson, Buffalo, NY

** Keep in mind, the location/hotel is not final yet and we will notify you as soon as hotels have been contacted and everything is setup.*

At present, we plan to cover the below listed topics:

- PM Contracts
- B&W Contracts
- Our New Contracts
- New Merchandising Tools
- Bundling Approach

We believe this meeting will take all day with questions, so all planned departures should be after 6 p.m. Arrivals should be planned for the night before the meeting as we must begin promptly at 8 a.m. to cover all the material. I am aware that some of you may not need overnight rooms, but Debbie will need a complete list

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of meeting attendees and then who needs a room the night before. Due to peoples travel schedules, we have not planned a dinner for the night of arrival.

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All travel plans and meeting coordination for this meeting will be setup by Debbie Irvin thru the Travel Dept. (June Anthony). To assist us in getting these meetings setup we would appreciate you following the steps listed below and **return to Debbie by Friday, 3/27/98**:

- # of mgrs. attending for your Region(verify with Debbie)
- Complete Rooming List (those requiring room for the night before the meeting - attached)
- Complete Air Travel List (those requiring travel arrangements - attached)

The Air Travel list will be given to Travel Dept. (Trinity Barker - ext. 3826) to automatically setup travel arrangements based on what you put on this form and the meeting needs. These employees do not need to call to setup their flights unless there are some changes to their needs.

As soon as final arrangements have been completed we will notify you of the meeting location.

Don

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c: ROM's
Rick Young (TBD)
Jim Piscitelli (will attend Pitt/Cincinnati Mtg.)
Bryan Stockdale
Jim Perry
Richard Cross

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MEETING HOTEL ROOM REQUEST

MEETING REQUESTOR:						
REQUESTOR PHONE:						
MEETING CITY:						
MEETING COORDINATOR:						
MEETING DATE:						
FOR TRAVEL DEPARTMENT USE ONLY:			Revised Date: 03/20/98	New York Metro Region - 1200		
HOTEL NAME:			RATE			
ADDRESS:						

*			Employee Name	Smoking Pref. S or N	Check-In Date	Check-Out Date	Comments
1	1222	Yonkers	Dave Figueroa	S	4/13/98	4/14/98	Bi-Level Suite
2	1200	New York Metro	Mark Young	S	4/13/98	4/14/98	
3	1200	New York Metro	Mike McHugh	S	4/13/98	4/14/98	
4	1210	New York Metro	Rory O'Rourke	S	4/13/98	4/14/98	
5	1240	New Jersey Chain	Nick Kuruc		4/13/98	4/14/98	
6	1244	New York Chain	George Moulton		4/13/98	4/14/98	
7	1240	New Jersey Chain	Lanny Wolfe	S	4/13/98	4/14/98	
8	1240	New Jersey Chain	Audrey Evanchik		4/13/98	4/14/98	
9	1244	New York Chain	Jim Mallardi	S	4/13/98	4/14/98	
10	1244	New York Chain	Diane Reuter		4/13/98	4/14/98	
11	1244	New York Chain	Art Groll	S	4/13/98	4/14/98	
12	1221	Jersey City	Greg Brown		4/13/98	4/14/98	
13	1222	Yonkers	Mark Gambardella		4/13/98	4/14/98	
14	1223	Nassau	Louann Alese		4/13/98	4/14/98	
15	1224	Manhattan	Charlie DiBenedetto		4/13/98	4/14/98	
16	1225	Brooklyn	Lee Maney	S	4/13/98	4/14/98	
17	1226	North Jersey	Greg Mitchell		4/13/98	4/14/98	
18	1229	Queens	Steve Grossberg	S	4/13/98	4/14/98	
19	1223	Nassau	Frank Perez		4/13/98	4/14/98	
20	1226	North Jersey	John Klein		4/13/98	4/14/98	
21	1229	Queens	John Feltman	S	4/13/98	4/14/98	
22	1210	New York Metro	Jim Guaneri	S	4/13/98	4/14/98	
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24							
25							
26							
27							

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FOR TRAVEL DEPARTMENT USE ONLY:				Revised Date: 03/20/98	New York Metro Region - 1200		
HOTEL NAME:				RATE			
ADDRESS:							
			Employee Name	Smoking Pref. S or N	Check-In Date	Check-Out Date	Comments
28							

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